

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method for storing Internet advertisements at a user computer, comprising the acts of:
 - receiving plural Internet advertisements at the user computer automatically without the user requesting them;
 - executing software code to automatically identify and saving save at least plural the advertisements at the user computer;
 - allowing a user to access the saved advertisements in an advertising history window displaying Internet content composed of plural the advertisements;
 - allowing a user to filter previously displayed ones of the advertisements, so that only advertisements corresponding to one or more user selected attributes are eligible for display;
 - ~~wherein the saved advertisements include at least one link to a website and the method further comprises:~~
 - recalling a user-selected saved advertisement from the saved advertisements, the recalled user-selected saved advertisement having at least one link to a website;
 - and
 - accessing the website from the recalled user-selected saved advertisement when the link is toggled.
2. (Previously Presented) The method of Claim 1, wherein the advertisement includes a tag that is a Hypertext Markup Language (HTML) tag.
3. (Original) The method of Claim 1, further comprising the act of:
 - displaying a button; and
 - in response to the button being toggled, displaying the saved advertisement.

4. (Original) The method of Claim 3, wherein plural advertisements are saved and the method further comprises:
allowing the user scroll through the saved advertisements.
5. (Canceled).
6. (Previously Presented) The method of Claim 1, further comprising the acts of:
displaying a previous button in the advertising window;
displaying a next button in the advertising window; and
accessing saved advertisements when the previous button and next button are toggled.
- 7-12. (Canceled).
13. (Currently Amended) A system for saving at least one Internet advertisement at a user computer comprising:
at least one Web server;
at least one database connected to the server, the database storing plural Internet advertisements;
at least one user computer connected to the server via an Internet connection, the server transmitting the Internet advertisements to the user computer while the user is engaged in activity other than requesting the advertisements, the user computer including a program for saving ~~at least one~~ Internet advertisements, the program displaying ~~plural~~ a plurality of the saved advertisements simultaneously in an advertisement window such that a user may select one or more of the ~~[[a]]~~ saved advertisements from the window ~~for display on the user computer~~;
wherein ~~the saved advertisements include at least one link to a website and the program further comprises:~~

logic means for enabling a user to select [[a]] one or more of the saved advertisements for display thereof, the selected saved advertisement having at least one link to a website;

logic means for accessing the website from the selected saved advertisement when the link is toggled;

logic means for receiving plural Internet advertisements;

~~logic means for saving at least one advertisement at the user computer, wherein the program further comprises:~~

logic means for displaying a previous button;

logic means for displaying a next button; and

logic means for accessing the saved advertisements when the previous button and next button are toggled.

14. (Currently Amended) A computer program device, comprising:

a computer readable means having logic means for storing at least one Internet advertisement, comprising:

logic means for receiving plural Internet advertisements at a user computer, the advertisements being sent to the user computer automatically in response to a user request for information other than the advertisements;

logic means for saving the received advertisements at the user computer;

means for allowing a user to select the saved advertisements in an advertisement history window displaying Internet content composed only of advertisements;

means for enabling a user to recall at least one ~~user-selected~~ advertisement from the saved advertisements; and

means for accessing [[the]] a website from at least one of the saved advertisements when the respective advertisement is toggled.

15. (Currently Amended) The computer program device of Claim 14, wherein an

advertisement includes a Hypertext Markup Language (HTML) tag and wherein the logic means for saving the received advertisements is configured to execute software code to automatically identify and save the received advertisements.

16. (Currently Amended) The computer program device of Claim 14, wherein the computer readable means further comprises:

logic means for displaying a button; and

logic means for displaying at least one of the saved advertisements in response to the button being toggled.

17. (Currently Amended) The computer program device of Claim 16, wherein ~~plural advertisements are saved and~~ the computer readable means further comprises:

logic means for allowing the user scroll through the saved advertisements.

18. (Currently Amended) The computer program device of Claim ~~[[16]]~~ 14, wherein at least one of the saved advertisements includes at least one link to a website and ~~the computer readable means further comprises:~~

~~logic means for receiving plural Internet advertisements, at least one advertisement including a tag; and wherein~~

~~logic means for saving the at least one advertisement at the user computer at least is done at least partially based on the tag.~~

19. (Currently Amended) The computer program device of Claim 14, wherein the computer readable means further comprises:

logic means for displaying a previous button;

logic means for displaying a next button; and

logic means for accessing the saved advertisements when the previous button and next button are toggled.

20-22. (Canceled).